

Nebraska Families Have The Right Stuff Campaign

Nebraska Families and the Business Community

How Businesses Can Support the Goals of the Nebraska Families Have The Right Stuff Campaign

1. Identify a staff person (Employee Assistance coordinator if possible) to coordinate your corporation-wide Nebraska Families Have The Right Stuff Campaign.
2. Encourage the coordinator to use the materials in the coordinator's kit to promote the Nebraska Families Have The Right Stuff Campaign to all employees.
3. If you already have an Employee Assistance Program, then ask them to focus on the campaign and its goals by offering parenting education, child development, substance use/abuse prevention, or stress management classes/workshops.
4. Use corporate newsletters and bulletin boards to offer information about the importance of effective parenting, particularly as it relates to preventing teen alcohol and drug use.
5. Use corporate newsletter to offer information on resources available to improve parenting skills and support people raising children. (Repeat regularly throughout the year.)
6. Establish or review "family-friendly" policies, such as benefits, day care, maternity/paternity leave, and any other activities that focus on employees' families.
7. Promote your corporation's commitment to parenting to the public and reach out to at least one other corporation or business to ask them to join you in support of the Nebraska Families Have The Right Stuff Campaign.
8. Distribute parenting materials to your employees.
9. Encourage employees to organize a Nebraska Families Have The Right Stuff Campaign activity for their individual departments (e.g. Brown bag lunch discussion group focused on sharing parenting successes and challenges).
10. Encourage employees to provide suggestions on how to improve the Nebraska Families Have The Right Stuff Campaign and to comment on the value of the corporation's commitment to parenting and families. Seek out and advertise success stories.

For campaign information and materials: Visit us on the web at www.prevlink.org or call 800-648-4444.

Nebraska Alcohol and Drug Information Clearinghouse - Nebraska RADAR Network
www.prevlink.org - (800) 648-4444

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